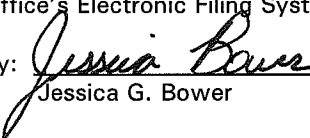


I hereby certify that this Response is being transmitted electronically via the United States Patent & Trademark Office's Electronic Filing System (EFS) on the date indicated below:

By:

  
Jessica G. Bower

Date: February 22, 2010

PATENT  
DOCKET NO.: 1367-9

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : SMITH ET AL.  
SERIAL NO. : 10/089,126  
FILED : AUGUST 5, 2002  
TITLE : INTERACTIVE SYSTEM AND METHOD FOR VIEWING  
ONLINE ADVERTISING  
EXAMINER : DANIEL M. SORKOWITZ  
ART UNIT NO. : 3622

AMENDMENT IN REPLY TO FINAL OFFICE ACTION

Commissioner for Patents  
U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the final Office Action dated January 21, 2009, please amend  
the above-identified application as follows:

Amendments to the Claims are reflected on page 3 of this paper.

Remarks/Arguments begin on page 19 of this paper.

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